

**Minutes of the Joint Meeting Between
Nonmotorized Recreation and Transportation Trails Council (NRTTC) and
Governor's Bicycle Coordinating Council (GBCC)
June 11, 2014, 10:00 a.m. – 1:00 p.m.
Lussier Family Heritage Center, Madison, WI**

1. In attendance: Bill Hauda, Dana Johnson, Joel Patenaude, Debbie Peterson, Dave Phillips, Geoff Snudden, Rod Bartlow, Blake Theisen, Ned Zuelsdorff, Jill Mrotek Glenzinski (DOT), Ian Hansen (DOT), Chris Fortune, David Spiegelberg (Dept. of Tourism), Larry Corsi (DOT), Representative Eric Genrich, Brenda Maxwell, Kara Pennoyer (for Senator Shilling), Dave Cieslewicz, Tressie Kamp (DOT), Gail MacAskill (WEDC), Jonathon Morgan (DHS), Kelsey Dietrich, Jim White (State Trails Council), Daniel Buckler (DNR), Brigit Brown (DNR).
2. Welcome and introductions around the room
3. Legislators
 - a. Rep. Genrich spoke about open trails bill (Assembly Bill 730) which extended the hours for state trails. It permits the DNR to keep the state trails open at all hours, unless they specifically request closures. It recently passed the assembly and senate and was signed by the governor.
 - b. Kara Pennoyer (from Sen. Shilling's office) brought up DOT's Transportation Alternatives Program (TAP) and encouraged people to support those projects.
4. Agency Updates
 - a. Tourism – Spiegelberg spoke about the success of National Bike Month in May. He will email press release related to it which went out previously. Discussed the recently published Wisconsin Biking Guide and offered getting many copies to anybody requesting them. Fortune said he could help get them out to retailers. DNR and DOT requested them for central offices and regional centers. Mrotek Glenzinski suggested airports too. Pennoyer encouraged guide at politicians' offices – said its really popular at Sen. Shilling's office. Spiegelberg thanked Bike Fed and other organizations for their help. The department's summer ad campaign – Camp Wisconsin – launched May 12. Can find the marketing at <http://industry.travelwisconsin.com>. Also brought up the Travel Wisconsin app.
 - b. Natural Resources – Brown mentioned trail construction and maintenance trainings in La Crosse June 10-13 and in Hartford (Loew Lake) in July. Fee involved for training, but waived if active trail volunteer or manager. Will work on new trail special events policy to clarify the policy for what is permitted or not permitted on trails to ensure regular users, natural resources, or facilities are not displaced or overused. Wisconsin might aid Michigan in a proposed through-

state trail from Belle Isle (Detroit) into the UP near Wisconsin. DNR working with DOT and Bike Fed on a new bikeways study.

- c. Natural Resources / Transportation – Discussion on 56 Transportation Alternatives Program (TAP) projects which are currently in limbo and might have funding canceled. A new state law (state statute 85.021) requires TAP projects to commence within four years of the grant award date, or by July 2, 2014, whichever is later. But debate from agency attorneys regarding the meaning of “commencement”. Further discussions will need to take place. Projects represent about \$30 million over multiple years.
 - d. Transportation – Corsi discusses bike safety and train the trainer courses being taught for children’s safe riding. DOT ran courses about designing for pedestrian safety in Wausau and Madison. They’re producing brochures and flyers for bike education. As of June 11, there have been 18 fatal pedestrian accidents and 1 fatal bike accident in Wisconsin. Mrotek Glenzinski references the program from the League of American Bicyclists about becoming bike friendly communities. Will be in Madison June 16 and later in Milwaukee and Kenosha. Wisconsin Association of Planners conference topic will be active transportation. Intrastate Bikeway Study (with DNR and Bike Fed) is being worked upon – solicitation and notice of interest to be posted on or around June 25. Hopefully something under contract at end of October, and should take about a year to complete. Kamp says a record number of schools participated in Bike to School day. She anticipates announcement of new TAP funding in summer 2014.
 - e. WEDC – MacAskill focuses on industry side of recreation and identified healthcare cost reduction, community access, and talent attraction as reasons why companies might be interested in more trails/bike routes. WEDC hopes to apply for an in-depth economic impact of trails/routes in Wisconsin, looking at infrastructure and how to improve the business community using trails/routes. There is a pilot program providing micro-grants to companies to encourage bike commuting – WEDC chose 12 rural and 12 urban companies.
 - f. Health Services – Morgan said they’re interested in active communities. Over the last 18 months there has been a lot of planning and research into various plans for communities over 10k people to see if they have plans for health, commuting, etc. Hopes to go to Pro Walk Pro Bike conference in Pittsburgh.
5. GBCC Updates
- a. Bike Fed – Cieslewicz is looking ahead to the legislative session with the reintroduction of the vulnerable users bill soon. They hope to press for 1% of transportation funding to go toward nonmotorized uses, totaling about \$30

million. They are partners with the DNR and DOT on the route database/map project.

- b. Fortune started discussion on cyclists “paying their way” after a Representative brought that up to him at a meeting. Cieslewicz said there was a state (Colorado?) where that was a big debate. Brown brought up Advocacy Advance [report](#) documenting the ways states pay for nonmotorized projects. Discussion on bike fees. Brown fields questions about how much DNR gets from ATVs and snowmobilers – she says they pay \$30 every two years for registration to allow them to be used on public trails and the amount for snowmobiles will be going up. Mrotek Glenzinski says equity has to be incorporated into that discussion. Brown says that, to avoid administrative costs, specify in legislation how much money goes to X, Y, or Z.
- c. Morphed into discussion on trail costs. Phillips brings up that money for building trails is *usually* there, as so much work is also done by volunteers and friends groups, but maintenance is where it is really hard to find funds. Brown reflects that, saying structures and maintenance is where we don’t have money. Brown says there is about \$400/mile for maintenance on state-operated State Trails, which used to be more like \$2000/mile.
- d. Cieslewicz says not good timing now for tax increases. Maybe wait until federal rules change on tolls, then incorporate tolls. Polls say tolls might be the only acceptable way to raise money without fees or taxes.

6. NRTTC Updates

- a. Johnson discusses what NRTTC is and what they hope to accomplish. Motorized recreation is pretty organized and strong because of that organization. Nonmotorized is pretty localized and spread out – small group here, small group there. Johnson wants NRTTC to be a resource for statewide information. Create an outreach database. Get information out to current activities and information for all interested parties.
- b. Patenaude discusses the database he is putting together. The list could be useful in many ways, not just introducing the group, but also a survey to find out difficulties people and groups are facing. With a good database they can do news blasts, alerts, requests for action, etc.
- c. Theisen is collecting documents related to economic impact of nonmotorized recreation and assembling list of funding sources. Once they have their library assembled, they will find a platform for hosting and getting the information out there.
- d. Meeting minutes from March 12, 2014 were approved with no changes.
- e. Hauda asks where recreation ends and transportation begins (and vice versa)? Perception is cycling is like “a ride in the park” but need to convince people that trails are legitimate transportation option. Leads into short discussion on why separate recreation from transportation. Brown says part of it is state

jurisdiction – state trails responsibility lies generally with DNR (with recreational perspective) and roads lies with DOT (with transportation perspective).

7. Open discussion on trail funding

- a. Phillips surmises that maybe a portion of an existing tax can be collected rather than a new tax. Maybe take the sales tax related to the bigger items related to nonmotorized recreation (e.g. bikes, helmets, skis), and a portion of that designated to trails. Gail says we would have to make an economic case for it and for why it would be important.
- a. Brown says trail pass money goes to state park system, but it generally brings in just over \$1 million and vehicle admission stickers and camping revenue subsidize state operated trails (thus not including county operated state trails). Brown says where money goes in regards to specific trails is determined by a management team taking many things into consideration like trail usage. It would be good to get back to \$2000/mile for annual maintenance.
- b. Political process - Fortune says it's better to work through political process and that everybody needs to talk to representatives and senators.
- c. Messaging – Fortune says that if the group wanted a common message, then it would be to speak up in concern over those 56 projects (\$30 million worth) that might get canceled. Cieslewicz says Bike Fed could provide letter templates and email blasts.

8. Working lunch

- a. Messaging around support for those 56 projects
 - i. Bike Fed will put together some template and other resources for action.
 - ii. Much more information is needed about the specifics of those projects.
 - iii. Message must be simple. Bullet points, formal letter to legislature and to user groups. Don't get too overwhelmed in joint finance or verbiage. Message should simply be something like "Legislators save our trails!"
 - iv. Councils (outside of agency employees) can encourage user groups to advocate to their legislators.
 - v. Cieslewicz and Patenaude also writing blog posts.
 - vi. Hauda, as leader of NRTTC funding committee, agrees with Johnson to reach out further to GBCC to continue funding conversation.
 - vii. Fortune is writing letter from GBCC directly to governors and legislators. If Cieslewicz writes up information and letter for Bike Fed, then others can get on board. He will have something out by the end of the week
 - viii. Phillips and Patenaude will put something together for NRTTC.
 - ix. Johnson gives a deadline of Wednesday, June 18 to have all of these letters out to user groups and, where applicable, to legislators.

9. Meeting adjournment 1:05 p.m.

10. Optional bike ride 1:20 – 2:20 p.m.